

Band at 9; Great Organ at 11, 11:55 and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair and continued cold

To Be So Great This Furniture Sale Must Unite

There Are Some Men Who Are Obligated to Work for Us Before Daylight

This very morning one of them runs across the street to leave something on the door-step, and about breakfast time along comes another man to stop at the door, with shoulders loaded and hands full of things we are expecting.

Have a Good Word for These Early Risers

who come through storm and sunshine and who, in the main, must carry their burdens and walk every step of the way.

The Faithful Postman! The Daily Newspaper Carrier!

The parcel post service and the increased weight of the enlarged morning newspapers have nearly doubled their work without doubling their pay.

We owe much to the people who are on duty all night, who prepare for us our mail matter, and who print and deliver the newspapers the first thing every morning.

If postmen and newspaper carriers were paid by the hour, as some mechanics are, it would be only the fair thing.

If the night work of large buildings were cast up it would be a surprise to many.

In this Store alone there are 112 watchmen, cleaners, clerks and laborers, busy large parts of the night getting ready for the next day.

[Signed] *John Wanamaker*

Feb. 16, 1920.

Seven New Spring Styles in Women's Wool Sweaters

Each of these styles may be had in a large variety of new colors. At \$13.50 is a cardigan ribbed slip-on with round neck and short sleeves.

At \$15 is a mohair and alpaca slip-on with square neck and braided collar and full belt.

At \$22.50 are the following four models:

- Hand-knit link-and-link wool slip-on with flare skirt, puff sleeves, belt and collar of contrasting color.
- Chiffon alpaca Tuxedo coat with sash.
- Mohair Tuxedo coat in drop-stitch weave, with sash.
- Mohair Tuxedo coat in cobweb weave, with belt.

(First Floor, Market)

With Silk, Much Embroidery and Some Straw Are the New Millinery Fashions Concerned

For between-seasons Dame Fashion approves the hat of silk—and it may be small or it may be large, but it is in good fashion for wear just now. One quite smart little hat of black taffeta turns up in front, flares in becoming fashion and is entirely covered with embroidered designs in blue and white.

Sometimes silk and straw is combined—and that's another effective combination—like a wide-brimmed model of rich, dark brown, with glistening straw crown, a brim of brown crepe to match, and a knot of ribbon and a fancy ornament by way of trimming.

Another of these combinations has the loveliest Springlike green silk top and a brown straw facing. The hat itself is in a rather daring shape with an up-turned, flaring brim and a short back.

You will note many mushroom brims, round crowns, the use of

feathers in a flat arrangement, narrow ribbons and much embroidery on the new hats, fine straws as well as coarse, and hats of such a diversity it will not be difficult to find something which exactly suits you!

\$20 to \$45.

(Second Floor, Chestnut)

These New Spring Silks at \$4 a Yard

Beautiful in quality, in the newest of colors and the most fashionable silks we know for handsome gowns for Easter and later on.

Also it will interest many women to know that, according to the present market values of these silks, they should be priced at almost double.

New printed Georgette crepes in very new and exclusive designs, 36 inches wide, \$4 a yard.

New colored taffetas, soft and fine of finish, 36 inches wide, \$4 a yard.

New gros de Londres, 35 inches wide, \$4 a yard.

(First Floor, Chestnut)

Tailored Silk Waists That Many Women Will Like

Incidentally they are going to be very much worn with Spring suits, sport costumes and plaid skirts. These are unusually good-looking styles, and some come also in dark blue and black.

White washable, soft taffeta waists with a yoke and high turn-over collar. It has tiny tucks to form box pleats, \$12.

Colored striped crepe de chine waists with plain white crepe de chine shawl collars, \$12.50.

Two styles in white wash satin blouses, one with a high turn-over collar and the other with a low round collar. Both are tucked and hemstitched, \$12.75.

Another high-collar white wash satin waist with a yoke, sleeves and cuffs put on with hemstitching, \$16.50.

(Third Floor, Central)

New Combs to Glisten in Fashionable Coiffures

A well-coiffed head and one of these stunning new combs is a most attractive combination, and the woman interested in new and fascinating accessories will like to add one or two of these charming new combs to her trinket box.

Quite a number are of imitation shell, while others are of a crystal-like shell, both of which make an effective background for the designs set in imitation sapphires or emeralds, or the two combined. These are in large or smaller sizes and go all the way from \$3.25 to \$34 each.

Combs set with rhinestones are in new designs and go from \$2.50 to \$60.

Smaller pins, set with imitation sapphires, emeralds or with rhinestones, are \$1.25 to \$9.

Barrettes to wear with the combs are \$1.50 to \$5.

And close-fitting combs in different styles are \$2 to \$6.50.

(Jewelry Store, Chestnut and Thirteenth)

(Main Floor, Central)

Those Little Short Collars

so much wanted for the collarless frocks, are here in charming styles.

Those of net and organdie, with a very little hand-embroidery and an edging of lace, are 75c to \$3.50. Sets of this sort are \$3 to \$4.50.

Longer round collars of real flax are \$2. Of organdie with footing frill and embroidery dots, 75c.

(Main Floor, Central)

Handkerchiefs With Sheer Net Edges

All of fine linen and daintily made. The white handkerchiefs have narrow hems and the net edges are about an inch wide.

The colored handkerchiefs have centers of pink, purple, tan or blue linen, and the net is attached by hand—the net, of course, is white.

They are all \$1 apiece.

(Main Floor, Central)

New Spring Raincoats for Women

She's a wise woman who lays one in now and has it ready for the Spring rains.

One group of newcomers is of a rubberized gray and oxford material which is really rainproof. The coats are made with a yoke and inserted pleat in the back, and cost \$22.50.

Rubberized satin raincoats same style; plum, black and brown, \$37.50.

Raincoats of imported serge and whipcord, shower-proofed; black, navy and olive, \$37.50 to \$47.50. Some capes are included in this group.

(First Floor, Central)

Semi-Made Over-Blouses

Not one woman in ten minds the slight finishing off of the seams or possibly sewing on a hook or eye. Otherwise these very pretty blouses are completely made, even to the belt.

They come in the usual suiting colors and one style is also in white. In Georgette crepe with wool embroidery, \$24.75. In Georgette crepe with open-work braiding designs, \$35. In net with chenille and braid and in some cases gold braid, \$43.50.

(Main Floor, Central)

The Small Girl Wants New Frocks Too

There are dozens of styles in chambray and gingham, some with hand smocking or a bit of hand embroidery. Some of the higher-priced ones have bloomers. Prices from \$2 to \$7.50.

Fascinating little silk pongee dresses, made to our order in Japan, some with hand embroidery, \$8 to \$18.50. Separate pongee bloomers, \$5.50.

All are in sizes 2 to 6 years.

(Third Floor, Chestnut)

Women's Fine Suit-cases of Black Enameled Cowhide

Light in weight, but strong and well made—hand made, in fact.

Lined with moire silk in good colors and equipped with two locks. Sizes 20, 22 and 24 inches.

Only the fact that these cases were contracted for last Spring enables us to sell them for \$31.50 to \$35.

(Main Floor, Chestnut)

44 Styles of Women's Shoes in the Sale at \$12

Think of it! At \$12 a pair a woman can choose from sixteen of the finest fashions in low shoes and twenty-eight of the finest fashions of high shoes and save anywhere from \$2 to \$6 a pair.

That saving is based on the past price of these shoes. In a little while it will be still greater because prices on all these shoes are going up, not coming down.

For any woman who is accustomed to wearing high-grade footwear, or who would like to wear it, this is an unparalleled opportunity.

(First Floor, Market)

Service, Beauty and Economy

IT HAS to unite all these advantages in the highest degree ever known in any event of the kind, and it does.

As an exhibition of woodcraft and upholstery work this February Furniture Sale is something unique, something everybody with a home interest should see.

It brings together in unparalleled choice and assemblage the finest and most meritorious types of furniture produced in America, and America today holds a foremost place in furniture making.

It brings together also a considerable selection of Old World pieces of compelling interest; and besides these charming old types are many American-made reproductions of fine, authentic originals, belonging to various European collections.

There is hardly a gathering of merchandise in all the world in which the charm of art, the fundamentals of utility and service and the advantage of economy are so well combined.

Another notable thing about the Sale is the convincing proof it affords that the quality of furniture suffered no deterioration during or as a result of the war.

Of course, we are speaking for our own furniture, back of which we stand, and which today we can guarantee to be as good as it has ever been, or better.

Good furniture always has and always will cost good money. That is the most powerful of all reasons for making sure that when you invest good money for furniture you are getting good furniture in return.

If you want furniture with all the essentials of service and beauty you should make sure of getting it, and

(Fifth, Sixth and Seventh Floors)



you can get it. This Sale and the goods in it are proof.

We have plenty of furniture of that fine trustworthy kind to show you. We have it at prices as low as furniture of that kind can be sold for. You might imagine that two or more weeks of exceptional selling would take the heart out of even a very large stock.

But any one can see that the goods are as plentiful here today as they were on the day the selling began.

That is because this is a Wanamaker Sale, with a Wanamaker stock behind it and it is to be a Wanamaker Sale all the way through.

Camee

More girls than you'd imagine have a weakness for caramels, and that's one reason why we have to have a fresh batch of the delicious Camee caramels made every day. The other reason is that Camee caramels are the best in town, and people who never specially liked caramels before develop a special preference for them after the first taste!

Vanilla, chocolate, raspberry, mocha, nougat, fudge and marshmallow caramels are some of the good kinds.

\$1 a pound.

(Main Floor, Chestnut)

First Cotton Challis France Has Sent for Some Time

Quaint old-fashioned printings of tiny all-over flowers and at least a dozen styles to choose from; some on white and others on colored grounds.

Many women prefer these cotton challis to almost any other kind of cotton goods for dresses to be worn every day because they are so soft in texture that they don't readily muss, and they do wash beautifully.

31 and 32 inches wide, 75c a yard.

(First Floor, Chestnut)

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(Main Floor, Chestnut)

Fluffy Nightgowns

Half a dozen particularly fanciful styles, low-necked with lots of lace and embroidery and very fine tuckings. One has lace shoulder-straps and one has its upper Empire waist entirely of lace. Prices are \$3.75 to \$9.75.

(Third Floor, Central)

300 Ulsters at \$40—One of the Best Groups in the Great Clearaway of Men's Overcoats

Fine, big coats these, in brown and light and dark shades of gray. All have half-belts and the regular button-up convertible collars.

As a collection they are the best coats offered at the price this Winter and they are probably the most unusual group in the great general clearing sale of our Winter overcoats, believed to be the most advantageous Sale of the season in this city for men who want overcoats that combine the substance of good value with the best of fashion. The former prices on these particular coats were \$15 to \$20 higher.

(Third Floor, Market)

The February Sale of Mattresses, Pillows, Bolsters and Bedspreads

—being Wanamaker standard goods of certified soundness at reductions of not less than ten per cent. Our entire stock of the goods named is included in this event, which comes only once in every six months.

It is the great furnishing and replenishing time for people who want the best class of bedding at reasonable and actual savings from regular prices.

(Sixth Floor, Chestnut)

Clearflax Linen Rugs in Plain Colors

These rugs are all in good style and being reversible are doubly durable.

9x12 ft., \$48.50	5x6 ft., \$8.75
8x10 ft., \$36.50	20x30 in., \$6.25
6x9 ft., \$25	27x54 in., \$5.25
4.5x7.5 ft., \$16.25	18x36 in., \$3.25

(Seventh Floor, Chestnut)

Women's Umbrellas of Navy Silk at \$10

Exceedingly smart and pretty, without being extreme. They have club tops and short handles with tops of bakelite, imitation amber or silver, and loops of leather or silk; also they are close-rolling.

Price \$10.

(Main Floor, Market)

If You Want a Bicycle in the Spring

We would advise you to buy one of these America or Coaster bicycles now. Even at present prices they are unusual value.

They are attractively finished and fully equipped with heavy road tires, front and rear mud guards, coaster-brake, tool bag and tools. Men's models, 20 and 22 inch wheels, \$40. Girls' or juvenile models, 24 and 26 inch wheels, \$35.

(The Gallery, Juniper)

All Our Own Regular Dinner Sets Are in the Half-Yearly China Sale

and all of them are marked at reduced prices. When we say regular dinner sets, we mean the sets we sell regularly all through the year—the mainstay of the China Store.

The opportunity to choose any one of these at a straight substantial reduction from the regular price is an extraordinary one and one that comes very seldom.

It is all the more extraordinary in view of conditions and prospects in the market.

You can now choose at savings averaging 25 per cent.

French china dinner sets in 50 styles at \$35 to \$350 a set.

English dinner sets at \$25 to \$115.

American dinner sets at \$13.50 to \$50 a set.

In every instance set means 106 to 108 pieces.

Abundance of Rich Cut Glass at Savings of One-Third

This is cut glass of our own kind, most of it taken from our own regular stock and reduced. Practically every article made in cut glass will be found in the assortment, which numbers



hundreds and hundreds of pieces, priced all the way from \$1.75 to \$200 each.

There is a very large and excellent collection of light-cut glassware in the Sale at considerably reduced prices, from water tumblers at 12c each to light-cut ice tea sets at \$5 a set.

(Fourth Floor, Chestnut)